

Message Text

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42

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

----- 009647

R 191130Z MAR 74

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 1624

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 1154

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: PHOTO-OPTICS '74

REF: USDOC 3649; OURTEL 0071, JANUARY 7, 1974

1. SEVERAL SCANDINAVIAN AGENT FIRMS STRONGLY CONSIDERING PARTICIPATION SOME MULTI-ACCOUNT. HOWEVER, ALL WANT TO CHANGE DATE FROM JUNE 24 THROUGH 28 TO JUNE 25/26 - 28.

FOLLOWING IS LIST OF THESE AGENTS:

SAVEN AB - REPRESENTING 4 AMERICAN PRINCIPALS

JUNGNER INSTRUMENT AB - REPRESENTING THREE AMERICAN PRINCIPALS.

ERIK FERNER AB - REPRESENTING THREE AMERICAN PRINCIPALS.

GEOSCANDIA AB

SCANDIAMETRIC AB

HUGO TILLQUIST AB

ALL THESE AGENT FIRMS PLAN TO WRITE OIM REQUESTING DATE CHANGE.

2. INSTRUMENTATION MARKETING COMPANY WILL PARTICIPATE WITH THREE COMPANIES. PA WILL BE SIGNED SHORTLY.

3. ADDITIONAL RECRUITMENT LETTERS HAVE BEEN SENT OUT AND WE WILL SEND RESULTS OF FOLLOW-UP AS SOON AS

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WE HAVE THEM.

4. COMMENT AND RECOMMENDATION:

REFTEL INDICATES THAT DATES 24 THRU 28 JUNE NOT
IDEAL BUT PROMOTABLE. RECOMMENDATIONS REPORTED PARA
ONE BY MULTI-ACCOUNT AGENTS ON WHOM SUCCESS OF EXHIBI-
TION LARGELY DEPENDS, IS ENDORSED BY STC. POST MID-
SUMMER WEEK IS FAVORITE SCANDINAVIAN HOLIDAY/VACATION
PERIOD. IF SHOW CAN BE LIMITED TO LAST THREE OR FOUR
DAYS OF WEEK STC BELIEVES IT CAN ACHIEVE OBJECTIVES;
STC PREPARED TO RUN EXHIBITION THRU C.O.B. SATURDAY
JUNE 29 IF THIS REQUIRED BY OIM POLICY.

ACTION REQUESTED: BIC/OIM REQUESTED TO CABLE COMMENTS/
RECOMMENDATIONS ASAP.
OLSEN

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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